

ABOUT THE SPEAKER...

Rebecca Ryan is principal of Next Generation Consulting, a firm dedicated to informing, supporting, and inspiring a commitment to next generation companies and communities. She is an energetic entrepreneur, community builder, and economist. Rebecca's research on how to attract and keep young talent has been recognized by *The New York Times*, *The Wall Street Journal*, *Entrepreneur Magazine*, and the *Million Dollar Roundtable*. Rebecca was named 2004's Entrepreneur of the Year by the U.S. Association of Small Business and Entrepreneurship. *Milwaukee Magazine* ranks her as one of the "35 Faces of the Future".

WHO SHOULD ATTEND...

This training course is for downtown organizations, chambers of commerce, ADOs, city staff, and other staff and volunteers from economic development organizations who have an interest in helping communities, downtowns, and neighborhood commercial districts along with their businesses and companies succeed and thrive in a highly competitive market.



Workshop sites are fully accessible. Sign language interpreters and materials in an alternate format are available. Please call the Downtown Revitalization Program at least two weeks in advance to request special accommodations.



STATE OF WASHINGTON
DEPARTMENT OF COMMUNITY,
TRADE AND ECONOMIC DEVELOPMENT

Downtown Revitalization Program

COOL COMMUNITIES AND DESTINATION DOWNTOWNS: ATTRACTING THE NEXT GENERATION



September 15, 2004
SeaTac

September 16, 2004
Spokane

ABOUT THE WORKSHOP...

Are you a “Next Generation Community”?

Three out of four Americans under the age of 28 first pick a place to live and then find a job. This new American ethic of “live first - work second” is having an effect on both employers and communities. With a shrinking pool of talent from which to draw, companies go where the talent is.

How is your community and downtown or neighborhood commercial district being positioned to attract this talent and the companies that follow? Join us for an informative hands-on workshop that will provide insight into how young people make their living and working decisions, and what you can do to help your community position itself for that next generation appeal.

AGENDA

- 9:00 a.m. • Registration
- 9:30 a.m. • Workshop begins
- Noon • Working Lunch
- 3:00 p.m. • Wrap-up

WORKSHOP LOCATIONS

Wed., Sept. 15 - SeaTac
SeaTac Marriott Inn
3201 S. 176th St.
206-241-2000

Thurs., Sept. 16 - Spokane
Hotel Lusso
808 W. Sprague
509-747-9750

REGISTRATION INFORMATION

Attendance is limited at each location, so please register early. The registration fee is \$50 per person. Please note that lunch is included in your registration fee, however there will be an additional cost to park your car at the workshop site. Send completed registration forms along with a check or purchase request to:

Washington State Downtown
Revitalization Program
PO Box 42525,
Olympia, WA 98504-2525

Tel. 360-725-4056

Make checks payable to CTED.

“COOL COMMUNITIES” WORKSHOP REGISTRATION FORM

Name: _____
Business/Organization: _____
Address: _____
City/State/Zip: _____
Daytime phone: _____ Fax number: _____
E-mail: _____
I will be attending: ☐ Sept. 15, SeaTac ☐ Sept. 16, Spokane

**For additional registrations, please photocopy. You will not receive a confirmation notice, so please mark your calendar. See registration information for costs and return address.*

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